

THE INFLUENCE OF COUNTRY IMAGE AND DESTINATION IMAGE ON INTENTION TO VISIT SOUTH KOREA

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Abstract:

This study aims to examine and analyze the influence of country image and destination image on visit intentions to South Korea, with destination familiarity as a moderating variable. The data used in this study is the result of a questionnaire that was distributed directly in March 2021. Sampling was carried out through a purposive sampling method, where the researcher had set several criteria. There are 150 respondents in this study. This research method uses PLS-SEM with the help of SMART PLS. This study indicates that country image, destination image, and destination familiarity significantly influence intention to visit and the moderating relationship between destination image and country image on intention to visit. The managerial implications suggest where innovations need to be improved that are more attractive and take advantage of the great potential of South Korea's image. For further research, researchers are advised to look at the Visit more broadly to observe better and explore the problems that exist in South Korea.

Keywords: Country Image, Destination Image, Destination Familiarity, Visit Intention



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INTRODUCTION

The development of Indonesian tourists abroad is increasing every year. Data from Bank Indonesia informed that; during January - September 2018, there were 7.18 million tourists who traveled abroad, and throughout 2017, there were 9.07 million tourists. So ASITA projects that the number of tourists traveling abroad will exceed 10 million tourists in 2019 (Petriella, 2019). The increase in air transport passengers abroad can also be seen from the Central Bureau of Statistics (BPS); the number of passengers in the first quarter of 2019 compared to the first quarter of 2018 increased from 4.24 million people to 4.45 million people with a percentage increase of 4.9%. Overseas airlines provide more attractive promotions, perceiving that domestic travel tickets are more expensive than foreign ticket prices (Petriella, 2019).

Based on ASITA (Association of Indonesian Travel Agents) data, 5 countries are favorite destinations for Indonesian tourists, Singapore, Malaysia, Thailand, Japan, and South Korea (Poerwanto, 2019). The intention to visit Indonesian tourists is indicated because of the phenomena that occur and are related to South Korea in Indonesia. According to Rastati (2018), it started with the broadcast of a South Korean drama in Indonesia in 2001, so that Indonesian citizens began to be interested in the country. In addition, the existence of K-pop artists today influences the preferences of millennials in many ways. For example, the increasing use of Korean skincare and makeup products, Korean style, Korean food consumption, etc. (Egsaugm, 2020). The new popularity also increases a familiarity with South Korea and increases Korean brand awareness among international consumers (Cha & Kim, 2011).

Based on data from the KTO or Korea Tourism Organization, it is known that there has been fluctuating data during the last 5-year period. From 2015 to 2016, there was a significant increase in

the number of Indonesian tourists to South Korea, which was 52.62% or as many as 101,871 people. Meanwhile, from 2016 to 2017, there was a decrease of -21.87% or 64,624 people. But over the last three years, the number of Indonesian tourists has continued to experience a significant increase, namely an increase of 7.90% or 18,230 people during the 2017 to 2018 period and an increase of 11.85% or 29,508 people during the 2018-2019 period. But not everything related to South Korea is positive. According to the OECD Better Life Index, South Korea does well on several measures of well-being in the Better Life Index. Where South Korea is ranked above average in housing, engagement, education and skills, employment and income, personal security, still below average in income and wealth, subjective well-being, environmental quality, health status, social connections, and balanced work-life (www.oecdbetterlifeindex.org). However, this did not stop Indonesian tourists from visiting South Korea.

The increase in the visit intention of Indonesian tourists was allegedly due to the influence of Country Image South Korea. When a country as a whole is considered a destination, the country's image as a whole can play an important role in the decision-making process of international tourists (Chaulagain, 2019). For example, even if potential tourists have a favorable image perception of a destination, they may not choose to visit the place because of their negative perception of the country as a whole. In addition, the effect may differ based on the tourist's familiarity with a destination. It is especially important if there is any inconsistency between the Country Image and the Destination Image, especially in the absence of previous experience with the destination (Chaulagain, 2019). From the phenomenon that occurred in Indonesia regarding the Korean Trend, statistics on visits to South Korea, and what actually happened in South Korea according to OECD data, it might be a good idea to study the visiting intentions of Indonesian tourists visiting South Korea so that it can be known what things that influence the intention to visit South Korea. Therefore, the researchers included country image, destination image, and destination familiarity variables on the intention to visit South Korea. Researchers also adopted destination familiarity as a moderating variable between country image and destination image on visiting intentions.

Consumer Behavior theory is defined as consumers' behavior when they search for, review, use, and buy products and services that they expect will meet their needs (Schiffman, 2007). describes how an individual decides to use available resources (time, money, effort, etc.) Humans are social creatures who cannot live without the help of others. It applies not only to communication and other interactions, but also to purchasing decisions to meet their needs. Where when consumers want to try something, they will look for references from groups or families. The function of the reference group is to compare, influence, and regulate people's opinions, values, and behavior. (Schiffman, 2015)

The Theory of Planned Behavior (TPB) is one of the most studied models to predict behavioral intentions by social psychologists (Wang, 2014). The theory of planned behavior (TPB) extends the Theory of Reasoned Action (TRA) (Ajzen, 1991), and proposes that the intention to perform a behavior is an important factor influencing personal behavior. According to this theory, three factors can influence behavioral intentions: attitudes toward performing certain behaviors, subjective norms, and perceived behavioral control (Ajzen, 1985, 1991).

The intention is assumed to capture the motivational factors that influence behavior. The intention to take any action, can include the intention to give a positive statement, make recommendations and buy goods or services and business trips or country visits (Aydin, 2020). Intention to visit also refers to the probability of what tourists feel at a certain time to build subjective perceptions that influence behavior and final decisions (Whang, Yong, & Ko, 2016). So it can be concluded that intention to visit is an encouragement for individuals to visit certain destinations or places in the future through information obtained from various sources.

Country image can be based on the definition of place image, which is "the number of beliefs and impressions people hold about a place" (Kotler & Gertner, 2002). Country Image

represents a more comprehensive and comprehensive image of the country of origin, including consumer perceptions and evaluations of social, historical, geographical, cultural, political, economic, and technological developments (Allred, Chakraborty, & Miller, 1999). So it can be concluded that Country Image is an individual's perception of a country, including culture, development, economy, and tourism. In the research of Kotler & Gertner (2002), a Country is conceptualized as a brand and a product. The brand is the main tool used by marketers to create product differentiation. Brands also have social and emotional value for users. Where the brand can increase the usefulness and perceived desirability of a product. Country Image tends to influence individual decisions on investment, product purchase, change of residence, and a trip. Country Image also has a strategic marketing management role in promoting a country's image, attractiveness, and products.

Destination Image can be interpreted as the overall perception of tourists towards certain tourist objects (Santoso, 2019), in addition to Ramadhani and Kurniawati (2019) stating that the destination image is the overall perception or impression displayed by tourist destinations. Destination image is a combination of product variants, attractiveness, and attributes that are added to the impression of the selection process based on various information. (Whang, Yong, & Ko, 2016) So it can be concluded that destination image is tourists' perception of tourist objects where the perception is positive it will affect tourist behavior.

Familiarity in its most general form is the state of being familiar with something (Chaulagain, 2018). The concept of familiarity often appears in combination with other related concepts, such as awareness, knowledge, experience, and expertise (Sharifpour et al., 2014). Destination Familiarity can be explained as knowledge of a destination where this knowledge is obtained from information from various sources related to the destination, (Girish, 2019). So, it can be concluded that Destination Familiarity is knowledge or information obtained about a destination and is also one of the determinants that affect Visit Intention.

The Influence of Country Image on intention to visit South Korea

Understanding of a developing country is influenced by several factors, triggering the impression that individuals may have, regardless of whether they have previous experience with that country or destination (Chaulgain, Wiitala, & Fu, 2019). In previous research, destination image showed significant results, that it could affect an individual's visit intention to a place; the research was conducted by Chaulgain, Wiitala, and Fu, (2019), Aydin, Erdogan and Baloglu, (2020), Alvarez and Campo (2013). Therefore, in this study, the following hypothesis is proposed:

H1: Country image has a significant positive influence on intention to visit South Korea

The Influence of Destination Image on Intention to Visit South Korea

Tourism is currently becoming very competitive, which has led to increased research on tourism investigating the image of a destination (Chaulgain, 2019). Destination Image is an individual's perception of a destination. Where a positive perception of a destination can determine an individual's Visit Intention, in previous research, Destination Image showed significant results; namely, it can affect an individual's Visit Intention to a place; the research was conducted by Indriyani and Aranti (2020), Cahyanti, and Anjaningrum (2017), Chaulagain, Wiitala, and Fu, (2019). Therefore, in this study, the following hypothesis is proposed:

H2: Destination Image has a significant positive influence on intention to visit South Korea

The Influence of Destination Familiarity on Intention to Visit South Korea

Destination Familiarity can be explained as knowledge of a destination where this knowledge is obtained from information from various sources related to the destination, (Girish, 2019). Furthermore, empirical research supports that familiarity significantly affects tourists'

intention to visit a country (Chen, CC, 2011), leading to Visit Intention as the next logical step. Therefore, in this study, the following hypothesis is proposed:

H3: Destination Familiarity has a significant positive influence on intention to visit South Korea

Destination Familiarity which moderates the relationship between Country Image and Destination Image on Intention to Visit South Korea

Destination Familiarity can be explained as knowledge of a destination where this knowledge is obtained from information from various sources related to the destination, (Girish, 2019). Due to the increasing number of Indonesian tourist visitors to South Korea and information about the country, this study seeks to determine how Country and Destination Image influence visit intention for Indonesian tourists to visit South Korea; it is considered appropriate to investigate Familiarity on visit Intention. In previous studies, destination familiarity has been studied as a moderator (Chaulagain, 2019). Therefore, in this study, the following hypothesis is proposed:

H4: Destination Familiarity moderates the relationship between Country Image and destination Image

H4a: Destination Familiarity moderates the relationship between Country Image and intention to visit South Korea

H4b: Destination Familiarity moderates the relationship between destination image and intention to visit South Korea

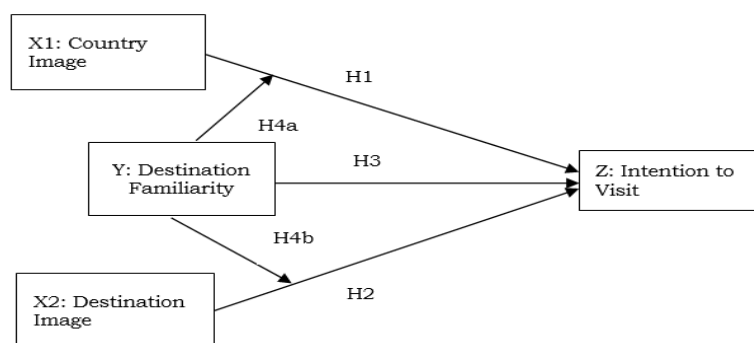


Figure 1. Conceptual Framework

METHOD

This study uses a quantitative approach to collecting and analyzing data. In collecting respondent data, the researcher used a questionnaire method. The questionnaires were distributed online using a google form and contained 30 statements that presented the research variables, namely Country Image, Destination Image, Destination Familiarity, and intention to visit. The measurement used in this study is a five-point Likert Type Scale ranging from strongly disagree (1) to agree (5) strongly. This study was conducted at one point in time to examine information related to the intention to visit South Korea.

The researcher used the non-probability sampling method and purposive sampling technique in taking samples for this research. The researcher will select a sample based on the availability and willingness of the subject; also, researchers rely on their own judgment when choosing members of the population to participate in their surveys. According to Hair (2011), the number of representative samples is determined by multiplying the number of indicators by 5 or 10. Based on the number of indicators ($5 \times 30 = 150$) and ($10 \times 30 = 300$). This study used 30 questionnaires and was distributed to 150 respondents in Jakarta. The respondents in this study were people who had never been to South Korea and had the required characteristics. The characteristics of respondents are based on gender, age, and profession.

The SEM method used in this research analysis uses the Partial Least Square (Smart-PLS) program, by measuring Convergent validity, Cronbach's Alpha and Composite Reliability (CR), Discriminant Validity, evaluating the value of R², measuring effect size f², Goodness of Fit Index (GoF), as well as testing predictive relevance (Q²).

RESULTS AND DISCUSSION

Description of Respondents

The description of respondents is presented in Table 1.

Table 1. Description of Respondents

Respondents	Number of people	Percentage
Gender		
Female	94	62.67
Male	56	37.33
Total	150	100.00
Age		
18 – 25 Years	38	25.33
26 – 35 Years	92	61.33
36 – 50 Years	20	13.33
Total	150	100.00
Profession		
Private employees	89	59.33
Student	14	9.33
Civil servant	7	4.67
Entrepreneur	11	7.33
Others	29	19.33
Total	150	100.00

The study was conducted on 150 respondents also who had never been to South Korea, based on gender category, The female respondents were 62.67%, and the male respondents were 37.33%. Therefore, it shows that the majority of respondents in this study are women. Based on age category, there were 25.33% of respondents were 18-25 years of age, 61.33% of respondents were 26-35 years of age, and 13.33% of respondents were 36-50 years of age. Therefore, it shows that most of the respondents in this study were 26-35 years of age. Based on profession, there were 9.33% in private employees, 9.33% of respondents were students, 4.67% of respondents were civil servants, 7.33 % of respondents were entrepreneurs, and 19.33% of respondents were others or not specified by profession.

Structural model analysis

This study uses the SEM analysis method with the smart PLS program.

Table 2: Variable item descriptions

Variables	Item	Mean
Country Image (Choi, 2016)		
Dimension: Development		
Has a high level of industrialization	X1.1	3,72
Has a highly developed economy	X1.2	3,63
Have a high level of technological research	X1.3	3,67
Own a leading multinational company	X1.4	3,65
Dimension: International influence		
Helping other countries develop other nation economies		
Assisting in times of humanitarian crises in other countries	X1.5	3,68

South Korean culture (e.g., popular culture) significantly influence the culture of other countries	X1.6 X1.7	3,55 3,42
Destination Image (Choi, 2016)		
Dimension: Geographically-bounded Core Destination Experience	X2.1	3,31
Many attractions about contemporary art and culture	X2.2	3,10
Offers interesting cultural events	X2.3	3,67
Has many historical sights	X2.4	3,36
Have a nice architecture	X2.5	3,33
Has beautiful natural attractions	X2.6	3,41
Have a beautiful view	X2.7	3,45
Has a variety of recreation and entertainment options		
Dimension: Geographically-bounded Marginal Destination Experience		
Safe country to travel	X2.8	3,38
People are welcoming and friendly with foreign visitors	X2.9	3,39
People are easy to accept foreign visitors	X2.10	3,20
Dimension: Non-Geographically-bounded Service from The Country Of Origin	X2.11	3,30
South Korean hotel brands provide good service.	X2.12	3,33
South Korean restaurant provides a great dining experience	X2.13	3,33
South Korean airlines (e.g., Korean Air, Asiana airlines) provide good service	X2.14	3,42
Transportation terminals (e.g., airports, bus terminals, stations) provide good service		
Destination Familiarity (Tan, 2015)		
Dimension: Educational familiarity		
The level of use of the following items to obtain information about South Korea: TV programs, Movies, Educational institutions, Novels	Y1.1	3,49
Dimension: Informational familiarity		
The extent to which the following sources are used to obtain information about South Korea: Destination-specific brochures/pamphlets, official Destination site, Friends and relatives, Newspapers and magazines, electronic word of mouth, Travel guide book, and Travel agent	Y1.2	3,39
Dimension: Expected familiarity		
South Korea is a cozy place	Y1.3	3,22
The physical and social elements in South Korea are comfortable	Y1.4	3,55
Dimension: Proximate familiarity		
Feel emotionally attached to South Korea	Y1.5	3,42
Feel I belong in South Korea	Y1.6	3,31
Visit Intention (Chaulagain, 2019)		
I intend to travel to South Korea in the future.	Z1.1	3,10
I predict that I will have to travel to South Korea in the future	Z1.2	3,67
I am willing to visit South Korea in the future	Z1.3	3,36

Table 3: Result of Variance Extracted (AVE), Cronbach's Alpha, Composite Reliability (CR)

Variable	AVE	Cronbach's Alpha	CR
Country Image	0.853	0.973	1.016
Destination Image	0.824	0.985	1.031
Destination Familiarity	0.875	0.970	0.984
Moderating Effect 1	1,000	1,000	1,000
Moderating Effect 2	1,000	1,000	1,000
Visit Intention	0.704	0.792	0.834

Table 4: Result of Standard Deviation, T-statistics, P-value, and F square

Variable	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	F Square
CI-> IV	0.263	0.196	2,236	0.026	0.094
DI -> IV	0.858	0.205	5.053	0.000	0.461
DF -> IV	0.393	0.051	7,781	0.000	0.614
Moderating Effect 1 -> IV	0.148	0.044	3,599	0.000	0.132
Moderating Effect 2 -> IV	0.156	0.052	3,375	0.001	0.129

Note: CI=Country Image, DI=Destination Image, DF= Destination Familiarity, IV = Intention to Visit

Descriptive statistical analysis of research variables is used to determine the tendency of answers to the questionnaire or the extent to which respondents' responses are according to the category of answer choices using a Likert scale from a scale of 1 (strongly disagree) to 5 (strongly agree) to the statements of each variable by looking at which indicators with the highest and lowest mean (Table 2). The measurement of these constructs has been used in previous tourism studies (e.g., Chaulagain., 2019 and tan., 2015). Table 3 shows that the variable AVE for all variables is greater than the loading factor value (rule of thumbs), which is 0.5. so that it also shows that all indicators are suitable for use in research. According to Haryono (2016), the value of the construct has good reliability, or the questionnaire used as a tool in this study has been reliable or consistent if all values of latent variables have composite reliability and Cronbach alpha values 0.7 and values of 0.8 are very satisfactory. These results indicate that the value of composite reliability and Cronbach alpha is more than 0.7. It means that the construct has good reliability, or the questionnaire used as a tool in this study has been reliable or consistent.

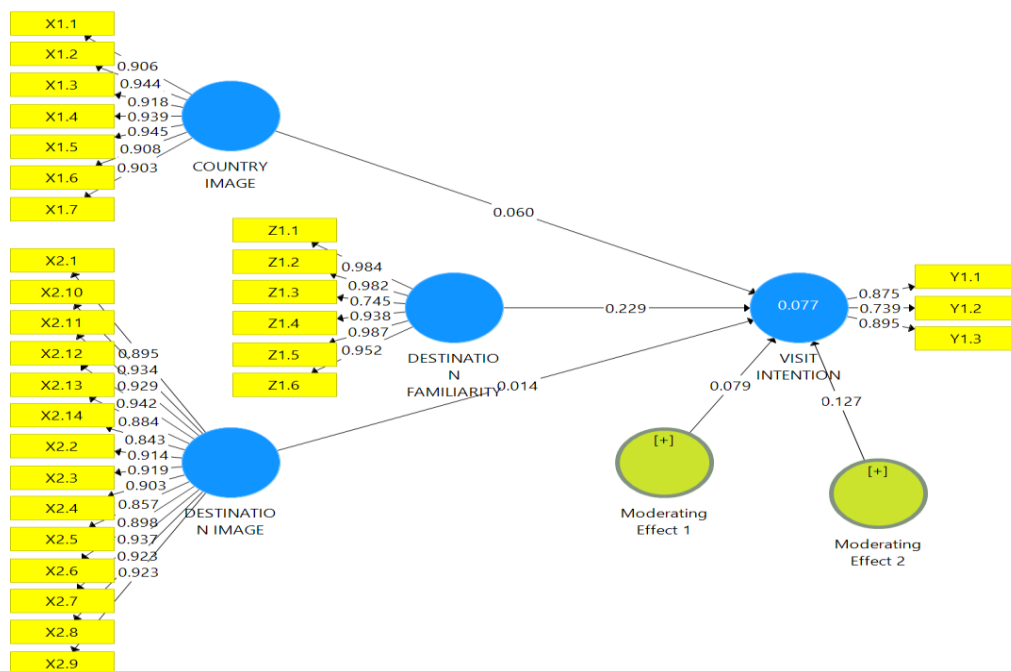


Figure 2. Structural Equation Model

The results in Figure 2 show that the convergent validity test in PLS with reflective indicators is significant because the factor loading of all indicators on the research variables is more than 0.7. This is as according to Chin 1998 that, loading factors (rule of thumbs) used for convergent validity are outer loading > 0.7, communality > 0.5, and average variance extracted (AVE) > 0.5. Therefore, all indicators are valid or feasible to be used in this study.

The model fit was assessed using structural equation modeling (Figure 2), and the result shows a good model fit. The GOF values range from 0 to 1 with the interpretation of values: 0.1 (small GOF), 0.25 (moderate GOF), and 0.36 (large GOF). (Haryono, 2016). this test aims to validate the purpose of testing the Goodness of Fit Index (GoF) to validate the combined performance of the outer model and inner model with a certain formula to get $GoF = 0.868$ (large value). This study also indicated that country image had a significant positive influence on intention to visit (t statistic=2,236, p value=0.026), Destination image has a positive and significant influence on intention to visit (t statistic=5.053, p value=0.000), Destination familiarity has a positive and significant influence on intention to visit (t statistic=7,781, p value=0.000). The same result for the moderating role also indicated that destination familiarity moderate country image and destination image on the intention to visit. As we can see from table 4, this result indicated that H1, H2, H3, H4a, and H4b were supported because t statistics > from t table and p -value < 0.05).

This study aims to identify the relationship between Country Image, Destination Image, Destination Familiarity, and Visit Intention to South Korea, where South Korea is one of the favorite tourist destinations for Indonesian tourists. Especially in variable Country Image, Destination Image, and Destination familiarity. This finding reveals that Country Image, Destination Image, and Destination Familiarity has a significant positive influence on intention to visit. For Country Image, it can be concluded that South Korea can maintain the existing image, namely in terms of Development and International Influence. Development is meant for a developing economy, having a leading multinational company that is well known by outsiders such as Samsung and Hyundai. The image of the entertainment industry has also become one of the industries that are known by almost all over the world. Where the Korean Wave or also known as Hallyu, is the global popularity of the cultural economy of South Korea, which exports popular culture such as tv dramas, music, films, or other entertainment (Roll, M, 2020). Everything related to a country has the potential to affect the country's image positively or negatively. Where the better or positive the Country Image, the more impact on visit intentions to that country. It is in line with the results of research conducted by (Aydin, et al. 2020; Chaulagain, et al. 2019) that Country Image, in general, influences Visit Intention and shows a positive effect relationship. However, this is not in line with research from Zhang et al. (2015), where macro-Destination - Country Image (economy, politics, and technology) does not directly affect intention to visit the country (China) because China is a developing country that has a negative image such as democracy and pollution, so that China needs to make great efforts to build an attractive total image of the country.

Next is the Destination image; it can be concluded that South Korea can maintain the existing Destination Image, namely in terms of the diversity of tours offered and also the number of historical tourist attractions so that tourists get a deep impression of the Destination Image. As one of the developed countries in Asia, South Korea is the second-largest tourist destination after Japan and Malaysia. The thing that the world community remembers the most is that with K-Pop and Korean Dramas as well as beautiful nature, it is hoped that it can provide an overview of special destinations and tourist experiences that create positive emotions for tourists so that they can later influence their decision to visit again (revisit). It is in line with the results of research conducted by (Satyarini 2017; Indriyani, NE and Aranti, Y 2020; Cahyanti ; Anjaningrum, 2017) in their research showing that Destination Image significantly influences on visit intention. The better a destination image, the more positive the information received by tourists through the media or relatives and friends and will cause a great desire to have an interest in visiting a destination. However, this is not in line with research from Zhang et al. (2015), where the macro-Destination Country Image (economy, politics, and technology) does not directly affect intention to visit.

Also, Destination familiarity, If potential tourists are familiar with a place or a country, it will increase their intention to visit. Destination Familiarity can be explained as knowledge of a destination where this knowledge is obtained from information from various sources related to the

destination. (Girish, 2019) Indonesian tourists are quite familiar with South Korea. There is much information about South Korea through the official website, advertisements, TV programs, or information from relatives so that Indonesian tourists know more about the country; this is in line with the results of research conducted by Chen, (2011) that familiarity significantly positively affects the intention of tourists to visit a country. Building a good image for international tourists by continue developing destination familiarity is marked by promotions about destinations through Korean dramas, Music Videos, Virtual tours, and other information that makes tourists more aware of South Korea. However, it is different from the research of Girish (2019), where destination familiarity shows an insignificant relationship with visit intention to a country (India). Maybe because some information mainly related to safety and security issues circulating on the internet might be the reason for this insignificant relationship, information related to preventive and proactive measures taken by the Government; Especially protecting foreign tourists, must reach out to potential tourists.

This study also found that Destination Familiarity Moderates Destination Image and country Image on intention to visit. There is much information about South Korea, causing on intention to visit for Indonesian tourists. Starting from information on leading companies that are widely known in Indonesia, namely Samsung, Hyundai, and the entertainment industry. Where the Korean wave is very influential in Indonesia. Where Twitter informs that the top 10 K-Pop artists are being talked about a lot during 2020, and Indonesia is included in the top 3 with many fans and talks about K-Pop (Febriastuti, S, 2020). Also, there are many promotions or information about tourist destinations in South Korea. Starting from tourist information from tour and travel agents, vlogs from influencers, blogs, travel shows on television so that Indonesian tourists indirectly know a lot about tourism in South Korea. To increase the intention to visit South Korea through the South Korean Government, it provides a tourism marketing strategy every year, one of which is by holding the Korea Tourism Organization (KTO), which will be able to promote South Korea so that the South Korean country is more familiar with good countries to visit so that it is sustainable. Thus, improving the image of the country of South Korea. It is in line with the research results conducted by (Chaulagain, 2019) where Destination Familiarity has been used as a moderator of the influence of Country Image and destination image on intention to visit the country.

CONCLUSIONS

Based on the analysis, result, and discussion, it can be concluded that: Country Image, Destination Image, and Destination Familiarity have a significant positive influence on intention to visit. Also, Destination Familiarity Moderates Destination Image and country Image on intention to visit. However, this study also has research limitations, where the sample used is only the Jakarta area. For future research, researchers can expand the sample outside Jakarta, so that the reach is wider and they can see perceptions from other areas. Also, for future research can see the intention to visit more broadly, for researchers who are interested in conducting similar research are expected to observe and explore further about the problems that exist in South Korea and other objects in general by adding other variables; besides that, it is also recommended to use other moderator variables besides Destination Familiarities such as Promotion, Location, Pricing, and International Marketing Strategy. Conclusions explain the study's findings that are relevant to the research question and research objectives without using statistical data. The conclusion section includes the implications of further research and research. The conclusion consists of 2 paragraphs.

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